GOVERNMENT OF INDIA
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
LOK SABHA

UNSTARRED QUESTION NO:2919
ANSWERED ON:15.03.2016
Consumer Programs on TV/Radio
Galla Shri Jayadev

Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

(a) whether the consumer awareness campaigns like Jago Grahak Jago, etc. have been able to penetrate well into the consumers as reflected by the number of complaints received during the last two years;
(b) whether the Government proposes to make it mandatory for private television channels to telecast consumer awareness campaign advertisements during prime time without any charges, or at minimum charges from the Government, if so, the details thereof and if not, the reasons therefor; and
(c) the steps taken for the implementation of the proposals of the Government in this regard?

Answer

THE MINISTER OF
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
(SHRI RAM VILAS PASWAN)

(a) : The Government carries out multi-media campaigns for consumer awareness resulting in the slogan " Jago Grahk Jago' becoming a household name. The "Jago Grahak Jago" Consumer Awareness Campaign has been carried out on all India basis through electronic/print media and outdoor publicity. The consumers have become aware of their rights and are approaching Consumer Fora for redressal of their disputes. As on 29.2.2016, 44,89,348 number of cases have been filed in Consumer Fora since their inception. A study which was carried out on the consumer awareness campaign in 14 States and 1 Union Territory covering 60 districts revealed that 90.9% of the sample respondents (both urban and rural) are aware of the campaign.

(b) & (c) : No, Madam. The Department of Consumer Affairs already carried out its " Jago Grahak Jago" Camaign in private television channels as well.

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